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COLD WEATHER IS COMING

See the bargains in our big stove department upstairs.
If your money is in the bank give us your check.

The Foard & Stokes Hardware Co

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Successors to Foard & Stokes Co.

PRINTING PRODUCTS

Figures in Recent Bulletin Show Cost to Be Half Million.

AMERICANS WILL READ PEOPLE

Enormous Total for the Art Preservative in This Country—Telephone Directories Consume Vast Quantities of Labor and Paper.

WASHINGTON, Dec. 23—Figures in the recent bulletin of the United States Census on the printing and publishing products for 1905 of nearly half a billion dollars, seem to indicate that Americans must be a remarkably well read people. So they are, of course; every news stand and Christmas book stall shows that. However, the enormous total for the art preservative in this country isn't altogether due to consumption of literary books, magazines and newspapers. Not by a good deal. W. S. Rossiter, chief clerk of the Census, in an article just published in the technical periodical Printing Art calls attention, in his explanation of the bulletin, to the great swelling of the whole amount of printing and publishing by the plain, economical kind that is used in commerce and industry.

The handy telephone directory, in particular, has become one of the most widely distributed of all compilations. "Few persons realize" Mr. Rossiter says "the importance of the telephone industry to the printer. The use of the telephone has been rapidly extending to all classes of persons and in rural as well as in urban communities. A book, generally bulky, is indispensable in connection with this invention, and in consequence the number of books which are published by the 4151 or more telephone companies has been governed by the increase in subscribers. For the three cities have more than one million inhabitants—New York, Chicago and Philadelphia—the total number of books required in 1905 was 1,400,000, and if their paper requirements were reduced to the standard size of 24 x 38 inches they contained nearly 30,000,000 sheets. The contribution of these cities, however, to the printing industry was, of course, but a portion of the entire requirement. In terms of 24 x 38 sheets, all the telephone books issued in the United States in 1905 contained approximately 132,000,000 sheets of paper."

Mr. Rossiter might have added that these sheets placed end to end would reach twice from the earth to the moon and still leave enough to bind into a good sized library. Getting out all these reference books certainly is a big undertaking as compared with the one which attended the issuance of the first telephone directory in the world. This was brought out in February 21, 1878, by the Southern New England Telephone Company of New Haven, Ct., a leaflet that is preserved under glass at the company's headquarters in that city. It shows as the total list of telephone stations of that date eleven residences, three physicians, two meat and fish markets, two hack and boarding stables.

In less than thirty years the task of getting out the telephone directories especially for the bigger companies of the Bell system, has become tremendous. It is also a matter of very large expense. A company that covers a broad and thickly populated territory must, for the convenience of the public in different sections of its field, issue several different "catalogues," as telephone men call the official lists of subscribers and there are from two to four editions of each catalogue during a year. And several companies keep a good sized printing plant busy the year around doing nothing else but getting out the telephone book, the work on one issue beginning as soon as the previous edition is off the presses.

As a matter of mechanical difficulty, it is generally admitted, no other book in the world presents such arduous problems as the telephone directory. In case of such a book as that of the New York Telephone Company, provision has to be made for upwards of 30,000 new names into each "new edition, and very many of these must be inserted at the last possible moment. It is an unwritten law among the Bell companies that the directory must be out on time. That generally means working the presses day and night just before publication.

No other single form of commercial printing has reached the magnitude of the telephone work. The trolley car, however, has given a great impetus of the same kind. The transfers manufactured in the United States last year reached the immense total of three and

a half thousands millions, requiring approximately 30,000,000 sheets of paper and an annual expenditure for paper and printing by the trolley companies of somewhat more than half a million dollars.

The whole number of printed sheets required for telephone directories, street car transfers and city directories was 175,000,000. The paper thus consumed would load more than 400 freight cars to their maximum capacity.

Lane's Family Medicine is a tonic-laxative. It does not depress or weaken, but imparts a feeling of buoyancy and strength that is delightful. At all druggists 25c.

Mr. Foraker eagerly watches the list of casualties at sea these days.

Would you give twenty-five cents to stop your cough? Then get a bottle of Kemp's Balsam and you will have enough for the whole family. It costs druggists 25c.

A succession of colds or a protracted cold is almost certain to end in chronic catarrh, from which few persons ever wholly recover. Give every cold the attention it deserves and you may avoid this disagreeable disease. How can you cure a cold? Why not try Chamberlain's Cough Remedy? It is highly recommended. Mrs. M. White, of Butler, Tenn., says: "Several years ago I was bothered with my throat and lungs. Someone told me of Chamberlain's Cough Remedy. I began using it and it relieved me at once. Now my throat and lungs are sound and well." For sale by Frank Hart and leading druggists.

The gold imports since New York got scared have passed the hundred-million mark; Christmas will now proceed to be merry.

The man who wanted frost when it was foggy is kicking now; the man who laughed in the fog is enjoying the cold.

COFFEE

Good grocers like Schilling's Best, for it makes good-will and not trouble; in case of complaint, the money is ready.

Your grocer returns your money if you don't like it; we pay him.

Christmas trees will yield in special abundance in Missoula this year.



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FOR

BOYS

The Billy Buster Steel Bottom Shoes

The Shoe with a Sole that Don't Wear Out

S. A. GIMRE

543 Bond St. opposite Fisher Bros. 438 COMMERCIAL.



SPICES, COFFEE, TEA, BAKING POWDER, FLAVORING EXTRACTS
Absolute Purity, Finest Flavor, Greatest Strength, Reasonable Prices.
CLOSET & DEVER'S
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Holiday Greeting:

The happy CHRISTMAS time is fast approaching and I take great pleasure in inviting you to inspect my new and well selected line of Diamonds, Watches, Clocks, Jewelry, Solid Silver and plated ware, Cut Glass, Umbrellas, and Gold and Silver novelties. I have the largest and finest stock this year to select from that I have ever shown in Astoria. PRICES are RIGHT; QUALITY UNSURPASSED. Come early and make your selections. I will lay them away until you want them.

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Christmas Presents

A full line of

SILVERWARE

Rogers 1847—Wostenholm
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Carver Sets

Call and see display

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We Want Your Patronage

We may not be the cheapest decorators in the city, but we do claim that we do good work and do it promptly.

It Will Pay You to See Us About Painting and Paperhanging

Allen Wall Paper & Paint Co.

Eleventh and Bond Sts.

ATTENTION

A few suggestions as to what to buy for a Xmas present:

MANICURE SETS, SMOKING SETS, COMB AND BRUSH SETS, MILITARY BRUSHES, WATERMAN'S FOUNTAIN PEN, BOOKS, GAMES, MUSIC ROLLS.

E. A. HIGGINS CO.,

MUSIC BOOKS STATIONERY

That Xmas Dinner

WILL NOT BE COMPLETE WITHOUT SOME OF OUR SELECT TABLE WINES A PARTIAL LIST TO CHOOSE FROM.

SWEET WINES
Old Port—Tawny, rich, light and vescent color.
Old Sherry—Pale, clean, nutty.
Anglica—Soft, agreeable, full.
Muscatel—Very fruity, sweet.

SPARKLING SEC DRY—Fragrant, effervescent.
RED WINES
Zinfandel—Clean, light table wine.
Burgundy—Medium bodied, mellow.
Sparkling Burgundy—Brilliant, pleasant.

WHITE WINES
Riesling—Medium light table wine.
Sauterne—Natural mellow, pronounced flavor.
Chateau Yquem—Full bodied Creme of Sauternes.

Grape Juice, Maraschino cherries, fruit and Cognac Brandies, and a full line of Cordials.

PHONE 1881 PROMPT DELIVERY

AMERICAN IMPORTING CO.

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